

Nov 72

# **Next time you're looking for computer hardware... let IMAS help!**

## **This Buying Service is FREE... just call in your requirements!**

When? Any time you want to search the market for any electrical or electronic product... when your need is current and well-defined... IMAS offers you a chance to increase your options... and more options means you get the best deal possible!



Every IMAS subscriber capable of supplying the product(s) you need will find your requirement on his desk...

**AT NO COST OR OBLIGATION TO YOU WHATSOEVER!**

# **CALL TOLL FREE 800-336-3045**

In Virginia, 800-572-3025

**It's that simple. Our automatic call control system takes your call and asks you for the details we need to publish your requirement:**

- your name, title, company address and phone number.
- how you prefer suppliers to contact you—by phone, mail, or both.
- a one or two paragraph description of the product(s) you're in the market for, including quantities and delivery dates.  
(Describe each product separately, please. If your specification list is long and complex, simply mail it to us instead!)

**THAT'S ALL YOU DO... you will receive an edited copy of your requirement as it is transcribed into our sales lead format. (see other side)**

**THE WEEK FOLLOWING YOUR CALL, YOUR REQUIREMENT(S) WILL BE MAILED TO EVERY SUBSCRIBER CAPABLE OF FILLING YOUR ORDER!**

From that point on, the suppliers will contact you... **IMAS does not get involved in the selling procedure in any way — no commissions — no fees! And you are under no obligation to accept any bid!**



**CALL NOW... find new sources... our lines are open at all times!**

**industrial marketing advisory services, inc.**

2425 Wilson Boulevard, Arlington, Virginia 22201



## With this New FREE IMAS Service ...

- You save valuable time and effort.
- You insure that your requirement is spread throughout the marketplace.
- You reach many more vendors and a wider geographical area.
- You get the best deal available by increasing the competition!



*Don't Wait!*

Call now, with the product requirements on your desk:

Toll-free

**800-336-3045**

In Virginia, 800-572-3025

**OUR LINES ARE OPEN  
AT ALL TIMES!**

**IMAS** Industrial Marketing Advisory Services, Inc.  
2425 Wilson Boulevard • Arlington, Virginia 22201

**SALES LEAD**

DATE: 8-6-76 IMAS NO: 1382 GSP: A REGION: 39 SIC: 3573

Require video terminal with minimum 1920 display positions;  
TTY Compatible; character insertion and deletion option;  
full and half duplex mode; partial screen to read  
protected format; character or block transmission;  
full cursor control.

Quantity: 4-5 to start; later expansion to 20 or more.

Delivery: First units 30 days from purchase order.

Respond by phone or mail to:

Mr. John Doe/Mgr. Data Processing  
ABC Company  
123 Main Street  
Anywhere, USA 12345

Tel: 555-555-1212

The information contained herein has been obtained from sources deemed reliable but no representation or warranty is made as to its accuracy or completeness. In addition, no representation or warranty is made that any sales will be obtained or reliance upon this information.

Lead reduced 40% in size.

This is an  
actual lead.  
When you call in  
your requirement, it  
will be transcribed  
into this format:



**industrial marketing advisory services, inc.**  
2425 WILSON BOULEVARD • ARLINGTON, VIRGINIA 22201

BULK RATE  
U.S. POSTAGE  
**PAID**  
Permit No. 44074  
Washington, D.C.

**ANNOUNCING...**  
**A Free Buying Service  
for the Computer Industry!**

T NELSON  
T NELSON SYS CONSULT  
PO BOX 3  
SCHOLEYS MTN NJ 07870